



## Mapp announced as Platinum Winner in 2021 MarCom Awards

London, 28 October 2021 – [Mapp](#), the international provider of insight-led customer experiences, has officially been announced as a Platinum Winner in [MarCom Awards](#), alongside [Ambition](#) and [Varelotteriet](#) (The Danish Lottery), for the 'Web Advertising Campaign' category.

The judges from the MarCom Awards are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence, and whose work serves as a benchmark for the industry. There were over 6,000 entries from 41 countries in the MarCom Awards 2021 competition, with the Platinum Award only being presented to those entries judged to be among the most outstanding in the competition. Platinum Winners are recognized for their excellence in terms of quality, creativity, and resourcefulness, with about 17% of all winners being awarded the Platinum Award.

We are beyond proud to be announced as a Platinum Winner, which was as a result of an incredibly successful partnership between all three companies.

Through this partnership, Varelotteriet now has a Customer Data Platform that allows them to have a unified customer view across all channels, as well as a platform that provides artificial intelligence and predictive modeling to reach the right customers at the right time, and well as an automation solution to ensure that their communications were executed on the right channel.

The campaign produced the best results so far in the 134-year history of Varelotteriet, with a 300% increase in sales across all retailers during the 13-week period. Plus, the retailer who won the Millionaire League competition overall increased lottery ticket sales by a whopping 1000%. While Ambition acted as a goal and activity tracker, Mapp took it to the next level by feeding all the data into the integrated API and then into Mapp Cloud. Read all about these amazing results, and more, in the case study [here](#).

**Peter Jørgensen, CMO at Varelotteriet** commented: "The combination of leveraging our own data and the digital expertise provided by the strategy team at Ambition along with the amazing capabilities of Mapp Cloud, means that we have been able to gain a higher visibility than ever before on our consumer and dealer networks. By reaching this goal, Varelotteriet has turned insights into action, connecting with the right customer, at the right time, on the right channel with the right message – something we've never been able to achieve previously. The results speak for themselves, and we couldn't have chosen a better partnership than Mapp and Ambition to help us on our journey."

Mapp would like to extend our congratulations to the other MarCom Awards winners. You can see details of the award entry [here](#) and the full list of winners [here](#).



### **About Varelotteriet**

Established in 1887, Varelotteriet is one of Denmark's oldest lotteries, running multiple draws each month. Their Danish customers continue to spend large amounts with Varelotteriet annually, purchasing a vast amount of tickets. The majority of all ticket sales are distributed back to players and all profits go to charitable, social, and humanitarian purposes in agreement with the Ministry of Justice.

### **About Mapp**

Marketers and data specialists should always be able to focus on their core business instead of spending their time taming the technology behind it. With the insight-based customer experience platform Mapp Cloud, marketing decision-makers have more time for the essentials and can place their brand messages in the best possible way. Through customer intelligence and marketing analytics, companies easily and effectively gain cross-channel customer insights from data, which in turn enable highly personalized marketing activities. Mapp's customers benefit from customized and self-optimizing cross-channel campaigns based on AI-powered predictive models. Automated messages can thus be sent in the ideal marketing channel, at the optimal time and with the right contact frequency. Thanks to powerful one-to-one personalization, maximum engagement as well as long-term customer retention are achieved.

Mapp operates offices in seven countries. Mapp's digital marketing platform helps over 3,000 businesses stand out from the crowd. Mapp's clients include Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, Pepsico, Quint and The Entertainer.

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